OnyakTech
DNN SOLUTIONS

nukealert 3.0

- > Mailing Lists
- > Track Read Responses
- > Opt-In Registration
- > Complete Run History
- > Batch Scheduling
- > e-Commerce Solutions
- > Metrics

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Introduction

What is NukeAlert?

NukeAlert (also known as NK) is a group of DotNetNuke1 modules for automated newsletter campaign management with dynamic data and survey rendering. It includes modules to allow your web site visitors to subscribe or unsubscribe from newsletters and even view your past mailings.

The problem with conventional email marketing campaigns: With conventional newsletters, one has to copy content from the site into the newsletter being prepared for the mailing. And if you've just spent the week making posts to the Announcements module, it seems silly to have to copy it all manually into a summary/aggregated post for distribution by email at the end of the week.

The Solution: NukeAlert.

Modules Included

- **NukeAlert**: This is the primary module that is the engine used to generate and modify email campaigns.
- **NukeAlert Viewer:** Provides visibility to past to published email campaigns. The intended use of this module is to allow visitors to view your newsletters online in an easy to use tool. Administrators could very well use this tool as well, but there is also a viewer in the core module.
- **NukeAlert Opt-In:** Allows your web site visitors to subscribe and unsubscribe from mailings.

Support

As on ongoing commitment to quality and perfection, all OnyakTech modules for DotNetNuke are constantly being revised to include additional minor changes as requested by our customers. Therefore; this document may be outdated by the time you read it. Please make sure you check for new releases by logging into OnyakTech.com and checking the My Downloads page in the Members tab. In the Members area, you will find information on every release as well as discussions on them in the Members Forums.

- **Web Based:** Go to www.OnyakTech.com, log-in and click on the Support page to submit requests. You can also submit support requests from the "My OnyakTech" page in the Members tab on OnyakTech.com
- **Email:** Email Support@OnyakTech.com. Your email will automatically get posted to the Support page on www.OnyakTech.com.

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Members Area (Obtain updates, Support and more)

If you have not done so already, contact Support@OnyakTech.com to request Members Area access. If you purchase from OnyakTech.com directly, then you are given access immediately after purchase. The Members Area includes product downloads (with email notification on new minor releases), Members Forum and an area to request new features.

Installing NukeAlert

Note this process may differ depending on the version of DotNetNuke you are using. Please read the documentation for your DotNetNuke version for accurate instructions.

1. Log in to your portal as Host
2. Select "Module Definitions" from the Host menu
3. At the top of the module under the text "Module Definitions" is a down arrow. Click on the arrow to pull up the module menu and click on "Upload New Module"
4. Click "Browse" and find the PA you want to install. Install all three modules (NukeAlert, NukeAlert Opt-In and NukeAlert Viewer). It doesn't matter what order you install them in.
5. After you have selected all of the modules you want to upload, click on "Upload New File"
6. Add the NukeAlert Scheduler to DNN (see details below)
7. Add the NukeAlert Beacon Image HTTP Handler to your web.config (see details below)

Configuring the NukeAlert Scheduler

From the Campaign detail screen, you can manually run a campaign. For those who wish to automate the campaign, you must configure the NukeAlert Scheduler in the DotNetNuke Schedule from the Host menu. Current versions of NukeAlert will add the NukeAlert Scheduler and provide default settings for you, you should verify the scheduler was added and is using the options that fit you best.

1. Click on Schedule from the Host menu
2. Click Add Item to schedule from the Schedule menu.
3. In the **Full Class Name and Assembly** field, enter "OnyakTech.NukeAlert.Scheduler, OnyakTech.NukeAlert"
4. Set the remaining options to your satisfaction and click **Update**

Configuring the NukeAlert Beacon Image HTTP Handler

This tracks when the emails are read. The design is very robust using a new method that is extremely accurate compared to the traditional methods. For example, one method is to request a confirmation read receipt. People can disable this read receipt in their email client. If they happen to have this feature enabled, most email clients inform the reader that a receipt has been requested. Some people see this as an invasion of their privacy and will decline the confirmation. They may also unsubscribe from your mailings. Another method is to append a query string to your image tags. This will append the query string to your IIS logs when read. The problem with this is that it requires parsing of the IIS logs. More importantly, SPAM filters check for this method and will block your email because of it. NukeAlert uses a method that is impossible to block unless your email client completely blocks HTML. All emails in NukeAlert 2.0 contain the ability to track reads, but you must enable the HTTP Handler in order for the count to get updated in your Campaign.

To do this, follow these steps..

1. Open your web.config file at the root of your DotNetNuke web site directory on your server.

2. Find the section **<httpModules>**

3. Add the following entry and then save your web.config.

   ```
   <add name="NukeAlertBeacon"
   type="OnyakTech.HttpModules.NukeAlertBeacon,OnyakTech.HttpModules.
   NukeAlertBeacon" />
   ```

Configuring NukeAlert to process Unsubscribes

This feature allows your recipients to remove themselves from your campaigns by replying to emails with the word "Unsubscribe" in the subject. You can also include a link in your emails that users can click to unsubscribe from the Campaign. To include this link in your emails, insert the text "[UNSUBSCRIBE]" in the Body of your Campaign.

If you use the [UNSUBSCRIBE] tag in your Campaign Body, you should also update the Opt-Out URL in the Templates menu option of the NukeAlert Opt-In module. When users click the link in your Campaign (replaced with your [UNSUBSCRIBE] tag by NukeAlert at the time the Campaign is executed), they are redirected to your site where they are removed from the Campaigns Opt-In list and optional unregistered from your site. Then they are redirected to a page of your choice, this is the page you enter into the Opt-Out URL of the Templates menu option in the Opt-In module. This page should display a confirmation notice that they have been removed from your mailing list. By having you specify the page for this vs having NukeAlert display a standard message, you have full control over what the users see. Take advantage of this by offering them a way to contact you to express why they are unsubscribing and maybe even try to entice them into other offers.

To enable Unsubscribes via email…

1. Click on Edit from the core NukeAlert module Campaign listing for your Campaign

2. Click on SMTP/POP3 Settings from the Campaign menu

3. Check "Enable Unsubscribe Service" in the Additional Settings section

4. Click Save from the link at the bottom or from the Campaign menu

The Unsubscribe service executes every time your campaign runs, so you must also schedule the NukeAlert Scheduler as stated above.

The Unsubscribe service removes people from the Opt-Ins list associated with your campaign. If you would also like to unregister them from your portal, check the **Unregister Unsubscribers** in SMTP/POP3 Settings of your Campaign.

NukeAlert Edit Menu

The Edit module menu option for the core NukeAlert module allows you to set default SMTP/POP3 settings, Campaign Visibility options and additional settings (detailed below).

When a new Campaign is created, the SMTP/POP3 settings you enter into the Edit menu option is copied into the new Campaign. If you want to change these options for an individual Campaign, click on SMTP/POP3 Settings in the Campaign menu while viewing the Campaign.

The Campaign Visibility Options allows you to control the visibility of the features in the Campaign details screen. Allowing you to hide the more technically advanced features of NukeAlert from less computer savvy users.

Non-Delivery Reporting Options: NukeAlert can connect to your POP3 email server and process non-delivery reports to keep your campaigns from sending to invalid email accounts. To use this feature, you must have the POP3 settings specified in your campaigns. NukeAlert can also "Delete Reports After Processing" (this will delete the non-delivery report from your inbox), "Unregister ND Recipients if Registered" (if the recipient is a registered user of your site, NukeAlert can unregister these users) and "Remove ND Recipients from Opt-In Lists".

The **Save Copies of Emails** option in Edit of the core NukeAlert module will force NukeAlert to create a copy of all emails to the OnyakNERunContent table in your SQL Server database. It's not recommended to keep this option enabled if you intend to run massive email campaigns since it will consume a lot of space in your SQL Server database and will slow the performance of the email processing in NukeAlert. Disabling this option has no effect on the NukeAlert Viewer module or the ability to preview emails from the Runs tab in the Campaign Details screen. It simply stores a copy of all emails into a table for your reference. This option was added with the additional personalization options in NukeAlert 2.0 to provide visual confirmations for test runs. You can also use the Fixed List field in the Opt-Ins tab to send yourself a copy of the generated email before sending to your users.

The **Improved Performance** option reduces the time it will take for a Campaign to load after clicking the Edit link from the Campaign List (first screen you see in the core NukeAlert module). This will improve the performance for sites with many users. Checking this option prevents the Email Count statistic in the main Campaign screen.

Checking the **Enabled Email Read** Count option will disable the NukeAlert Image Beacon. This feature gives you the current count of the number of times people have read your emails for each Campaign.

NukeAlert Quick Start

NukeAlert allows you to save/upload campaigns. To help you get started quickly and to provide a visual reference on how to make NukeAlert work for you, NukeAlert Campaign Templates are available on www.OnyakTech.com. This feature can also be used to backup your campaigns or to move them to other DotNetNuke web sites.

NukeAlert Campaigns are files with the "*.Campaign" file extension. You can upload these from the main screen in the core NukeAlert modules. To download a campaign, click on the "Download Campaign" link in the Campaign Details screen.

Using NukeAlert

What is a Campaign?

A campaign in NukeAlert is used to represent a collection of related emails. For example, you might create one campaign for new product releases and a second campaign to welcome new registered users to your site if they have not yet purchased a product. Both campaigns will be emailed many times and the content of the email may be different as well, but the primary purpose of emails distributed from a single campaign is the same.

To understand campaigns better, consider the use of the "Inserts" or dynamic content. The Inserts menu option in campaigns allow you to create dynamic content that is rendered at the time the emails are created and sent. More on dynamic content or "Inserts" are detailed later in this user manual, but for now let's just say you created an insert to show the last 10 news articles you published on your web site. With this Insert, you specify a Tag and add that Tag to the body of your Campaign. Then you schedule the campaign to run once a month. In twelve months, this Campaign will have been emailed 12 times automatically and each time it was sent it will contain different content. Add the NukeAlert Viewer to a page on your site to view the content of each time this campaign was delivered.

Setting Up Your First Campaign

To create new campaigns in NukeAlert, add NukeAlert to a page on your site and click on the link "New Campaign" near the top of the module.

Once the Campaign details screen opens up, fill out the fields displayed and click Save. After you click Save, you will notice additional tabs appear at the top of the screen allowing you access all management areas of your new Campaign.

Next, click on the Body menu option and enter the contents of your email. Optionally, add "Inserts" (more information on Inserts is provided later in this user manual). To see what your email will look like when it is sent, click on Preview in the Campaign menu.

Now click on the Recipients menu option and specify who should receive your new email campaign. Finally, send your email campaign.

Final Step: Sending Emails

In NukeAlert, there are two ways you can send emails. From the "Run Now" Campaign menu option or automatically by scheduling the Campaign.

If you would like to run your campaigns in batches, enter the number of emails per batch into the Batch Limit field. For example, if you want to send 1,000 emails out every hour, then you would enter 1000 into the Batch Limit field and schedule the NukeAlert scheduler to run every hour. If you don't want to use batches, enter -1 into the Batch Limit field.

While a Batch is active, you will see the status in the Campaigns list and when you open the Campaign you will see the current number of jobs completed along with the total number of jobs to run. If you disable the Campaign while a batch is active, the NukeAlert Scheduler will not run any remaining jobs. However, if you disable a Campaign while a job is active, the job will continue to execute. You can cancel all remaining jobs of the current batch by clicking the **Cancel Batch** link at the bottom of the Campaign screen (this is only visible if a Campaign has an active Batch).

Campaign Menu

The **Preview** menu option will render the Body content with all Inserts and Survey in a new window to show you what your email will look like to the recipients. You can resize the window by dragging the edges of the window or by double-clicking the title bar of the Preview window.

The **Run Now** menu option will open a new window and execute the current Campaign providing real-time information on the current status of the run.

The **Download Campaign** menu option will package your campaign into a single file you can upload to other web sites or keep as a backup.

The **SMTP/POP3 Settings** menu option contains the email server connection settings NukeAlert will use to send your campaign and to check for "Unsubscribe" emails as well as non-delivery reports. You can set the default SMTP/POP3 settings from the Edit menu option of the module.

The **History** menu option displays a list of every "Run". You can view and delete Runs from this screen.

The **Failed Deliveries** menu option displays a list of every non-delivery report. NukeAlert obtains these reports by connecting to your email server using POP3. NukeAlert will optionally delete these reports from your server, unregister related

recipients from your DotNetNuke web site and remove recipients from related Opt-In Lists. To set these options, click on the Edit module menu item.

The **Save** menu option will save the changes to the current visible screen in your Campaign. For example, if you are on the Body tab your changes to the Body of your email will be saved, if you are on the Campaign tab your changes to the campaign settings will be saved.

The **Delete** menu option will delete the Campaign. It cannot be restored you delete the campaign.

The **Exit** menu option will take you back to the list of Campaigns (the first screen you see in NukeAlert).

Adding/Edit Content

The Body tab contains the core template of your email. Add/Edit the template by entering the HTML of your email into the HTML editor provided. After you are done making changes, click on Save Campaign Body (or click Save from the Campaign menu). Since the Text Editor in DotNetNuke is limited to what can be done, you may want to use an HTML Editor like Microsoft Frontpage to create your email content.

Have you used NukeAlert in the past? If so, you no longer need to enter fully qualified URL's for images and links. The DotNetNuke HTML/Text editor will change all URL's to relative paths, causing emails to be sent with broken images and links forcing you to "hard code" these into the email content of your campaign. You no longer need to worry about this since NukeAlert will adjust the email content when it is sent.

Content Tokens

Tokens are tags in your content that indicate to NukeAlert where dynamic renderings should be inserted. There are two areas where Tokens are used, in the Body tab and the Inserts (Dynamic Content) tab.

Tokens need to be surrounded with the [and] characters (Ex: [NEWPOSTS]). For example, if you created an Insert using the token [NEWPOSTS] to insert this weeks current forum postings, then you would type this token into the Content template of your email.

Personalized Tokens

Since the release of NukeAlert 2.0, you can add personalized email content to your Campaign using the primary Content tab and the Inserts (Dynamic Content) tab.

IMPORTANT: You must have the "***Enable Personalization***" option enabled in the header of your Campaign for personalized content generation. Processing personalized content requires additional time to generate all of the emails. It will also require additional SQL Server space when running your campaign in batches or if you have checked the option "Save All Emails" in the Edit NukeAlert menu option. The amount of time and space depends on the number of recipients in your Campaign and the amount of content to be generated.

In the **Body** tab, there are several ways to add personalized content.

- **Profile Information:** You can display the recipients email address, first name, last name, and email address by adding one or more of the following tokens to the Body menu option of your Campaign:
    - [USR-LASTNAME] - This token will be replaced with the users last name.
    - [USR-FIRSTNAME] - This token will be replaced with the users first name.
    - [USR-FULLNAME] - This token will be replaced with the users full name.
    - [USR-EMAIL] - This token will be replaced with the users email address.
- **Registered Profile Information:** You can display the information above as well as additional information if the user is registered:
    - [USR-AFFILIATEID] - This token will be replaced with the users Affiliate ID.
    - [USR-USERID] - This token will be replaced with the users User ID in DNN.
    - [USR-USERNAME] - This token will be replaced with the users user name.
- **RSS Feeds:** Most modules and web sites produce RSS Feeds that provide current information on news, recent forum postings, etc. To add the RSS Feed to your NukeAlert Campaigns, enter the Web Address of the RSS Feed into a token that starts with [RSS:: and ends with the character]. For example: [RSS::http://rss.news.yahoo.com/rss/topstories] will insert a list of current top news stories from Yahoo.

Dynamic Content (Inserts tab)

The Inserts tab allows you to configure tokens (real-time renderings of data and visualizations) to the primary content template of your email campaign. You can create as many tokens as you want, there are no limitations.

The Insert tokens are generated using a mix of HTML and SQL Statements. The HTML contains the visual template that your data will be rendered as. The HTML content is rendered for every record returned by your SQL Statement results.

When entering the HTML, use field tokens to represent where field values should be placed. For example, if your SQL Statement is "Select Email from Users" then you would enter the token [Email] into your HTML template.

Sample HTML:

```
<STRONG>Email Address: </STRONG>[Email]
```

When using the Rich Text editor mode, the above example will look like the following:

Email Address: [Email]

When the email is rendered, it will look something like the following:

Email Address: persona@someplace.com

Email Address: personb@someotherplace.com

Email Address: personc@someplaceinthetropics.com

Email Address: persond@someplaceintehforest.com

While creating your HTML templates, keep in mind that most email providers will prevent emails containing script from being received. Other then not being able to use scripts, you can design your templates in any fashion. You can even use a SQL Statement that returns a single record to output a count of current registered users to a small area of your emails main content. The possibilities are endless.

To create Dynamic Content (Inserts):

1. Enter a token or tag to represent the content in the Token field. Make sure you surround the token with the brackets: [EMAIL]
2. Enter your SQL Statement into the Script field
3. Check the Enabled checkbox
4. Click "Add/Update" link

To edit existing content, click on the token listed at to the top of the Inserts tab.

Personalized Dynamic Content Tokens

You can add personalized email content to your Campaign using the primary Content tab and the DynConent (Dynamic Content) tab. In the Dynamic Content tab, personalized Tokens are added to your SQL Statements making it easy to pull information from your database that specifically relates to the email recipient.

IMPORTANT: You must have the "Enable Personalization" option enabled in your Campaign for personalized content generation. Processing personalized content requires additional time to generate all of the emails. It will also require additional SQL Server space when running your campaign in batches or if you have checked the option "Save All Emails" in the Edit NukeAlert menu option. The amount of time and space depends on the number of recipients in your Campaign and the amount of content to be generated.

Personalized tokens begin with the [character and end with] character. A list of valid tokens are displayed below. Here is a sample of a SQL Statement using these tokens:

```
SELECT    dbo.Roles.RoleName, dbo.UserRoles.ExpiryDate, dbo.UserRoles.UserID
FROM      dbo.UserRoles INNER JOIN
              dbo.Roles ON dbo.UserRoles.RoleID = dbo.Roles.RoleID
WHERE     (dbo.UserRoles.UserID = [USR-USERID])
```

The token [USR-USERID] is used in the sample SQL Statement above. This statement returns the recipients current DotNetNuke Roles they belong to and displays the expiration date.

Valid Personalized Tokens are:

- [USR-LASTNAME] - This token will be replaced with the users last name.
- [USR-FIRSTNAME] - This token will be replaced with the users first name.
- [USR-FULLNAME] - This token will be replaced with the users full name.
- [USR-EMAIL] - This token will be replaced with the users email address.
- [USR-AFFILIATEID] - This token will be replaced with the users Affiliate ID.
- [USR-USERID] - This token will be replaced with the users User ID in DNN.
- [USR-USERNAME] - This token will be replaced with the users user name.

Surveys

Adding a survey to your email campaign allows your readers to provide feedback to you easily. Since they won't have to be bothered with leaving their current task and browsing to a web site, you increase the chances of getting more feedback from your readers.

To add a survey to your email campaign:

1. In the Table field, enter the name of a Table in your database that you want the results to be saved to. This table must not exist; NukeAlert will create this table for you.
2. In the Return URL field, enter a web site address you would like your readers to be taken to once the survey submission is complete.
3. In the Questions text box, enter each question you want added to the survey delimited using commas.
4. Click the "Add/Update" link.
5. After you have setup your survey, enter the token [NUKESURVEY] into your main Content tab.

To **Download Survey Results**, click on the Download link next to the Delete link in the Survey tab. This link is only visible if you have added a survey to your campaign.

Recipients

The Recipients menu option controls who receives your email newsletter. There are four ways to add to your campaigns distribution list.

- Opt-In List: This is a list of people who have subscribed to your campaign using the NukeAlert OptIn module.
- Fixed List: This is a static list of email address that should be included in the distribution. When entering email addresses into this field, separate each entry using a semi colon ";".
- Roles: Check the roles you want to be included in the distribution
- Custom To List: This is a dynamic recipient list generated using SQL Statements. The first field in your SQL Statement must contain the email address. All other fields are ignored.
- Global Roles: This section is only visible to Super Users. It allows you to send your campaign to users in Roles that exist throughout your portal system.

Using the NukeAlert Viewer

Configurations

The first time you add the Viewer to a page, you must select the Campaigns that will be made visible. You can do this by clicking Edit from the module menu. Check the campaigns you want visible and then click Update.

You can also Drag and Drop items from one list to another by clicking on the Campaign and dragging it over onto another item on the other list.

To view a Campaign run, open the Campaign folder in the list provided on the left of the module and then click on the Run you want to view. The content of that run will then appear to the right of the Campaigns list.

Using NukeAlert Opt-In

The first time you add the Opt-In module to a page, you must select the Campaign subscribers should be added/removed from. You can do this by clicking Edit from the module menu. Check the campaign and then click Update.

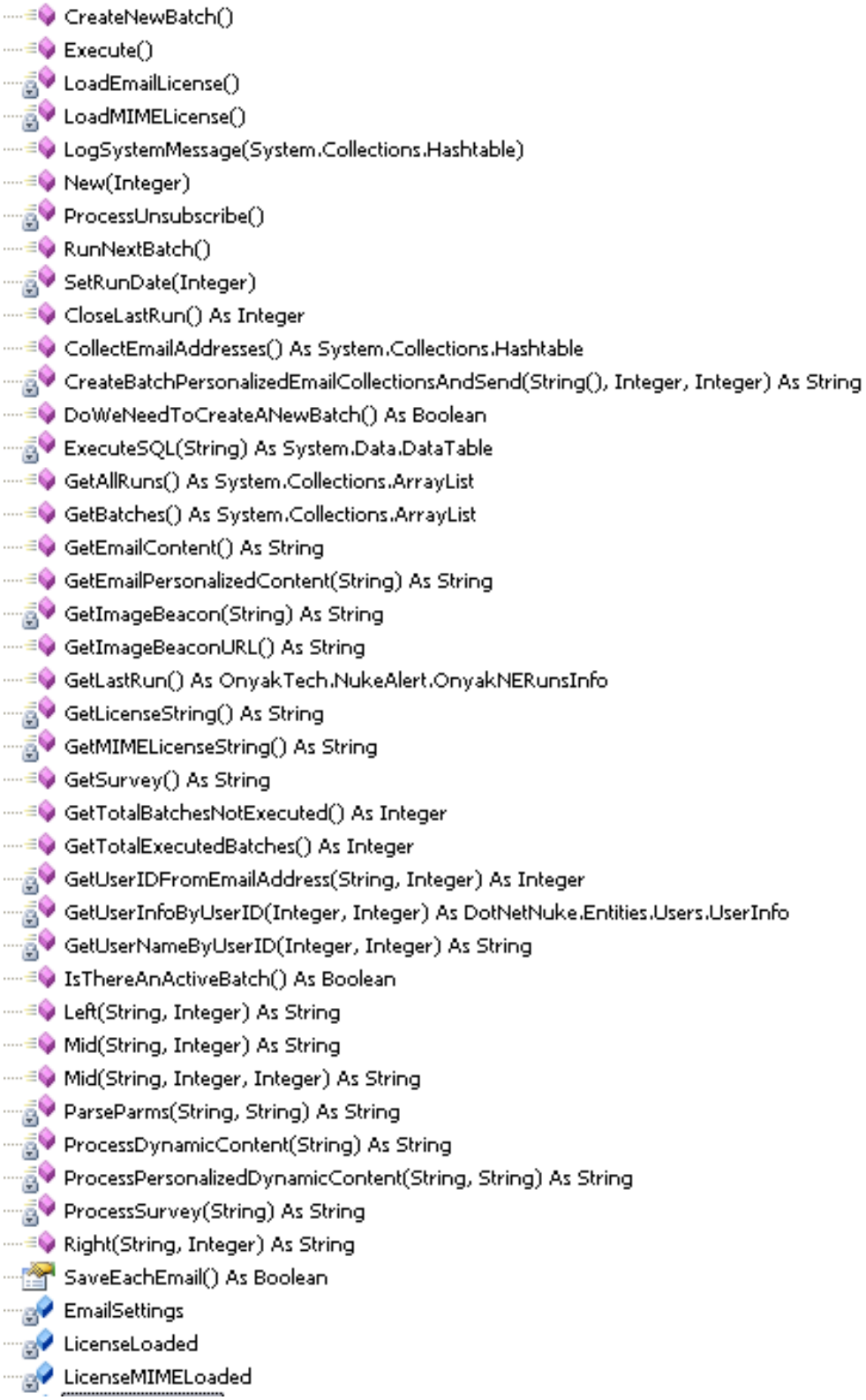
You can also Drag and Drop items from one list to another by clicking on the Campaign and dragging it over onto another item on the other list.

Extend NukeAlert

To control NukeAlert from your own module, add a reference to the core OnyakTech.NukeAlert.dll assembly. Once you do this, you will have access to all of the core functionality in NukeAlert. Most of what you will need is in the OnyakTech.NukeAlert.Scheduler.CampaignEngine class. This class contains methods specifically created for use by external modules.

To work with Campaign, create an instance of the CampaignEngine class and pass the

ID of the Campaign you want to work with as a parameter to the constructor of this class. Once the class is initialized, you can easily run batches, execute a new run, get a list of current runs, etc. Review the class in the Object Browser for full details. Take a look at the next page for a list of methods.



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ONYAKTECH, support@ONYAKTECH.com